

Western
National Parks
Association

WNPA | FY17
Annual Report

Table of Contents

[Optimizing Support for WNPA's Parks, 3](#)

[Growing and Strengthening the Partnership with NPS, 5](#)

[Optimizing Aid to Parks, 6](#)

Financial Exhibits (supplemental)

Exhibit A, Audit Report, 2017

Exhibit B, Form 990, 2017

Exhibit C, Form 1040, 2017



Western National Parks Association Home Office in Tucson, Arizona

Optimizing Support for WNPA's Parks

WNPA provided \$522,675 in direct aid to parks in FY17, a 5% increase over FY16¹. In total, WNPA provided direct aid for 670 requests; some of the uses for direct aid included funding tribal events at 15 parks and naturalization ceremonies at eight parks. In addition, WNPA provided \$6,716,480 in indirect aid, a 17% increase over FY16. Uses for indirect aid consisted primarily of paying staff in the parks but also included general and administrative support to parks, including creative services, publishing, purchasing, finance, information technology, and human resources. WNPA also provided \$62,565 in funding for nine research grants.

\$522,675
DIRECT AID PROVIDED

8 park
naturalization
ceremonies

15
tribal events funded

Number of direct aid
requests provided for **670**

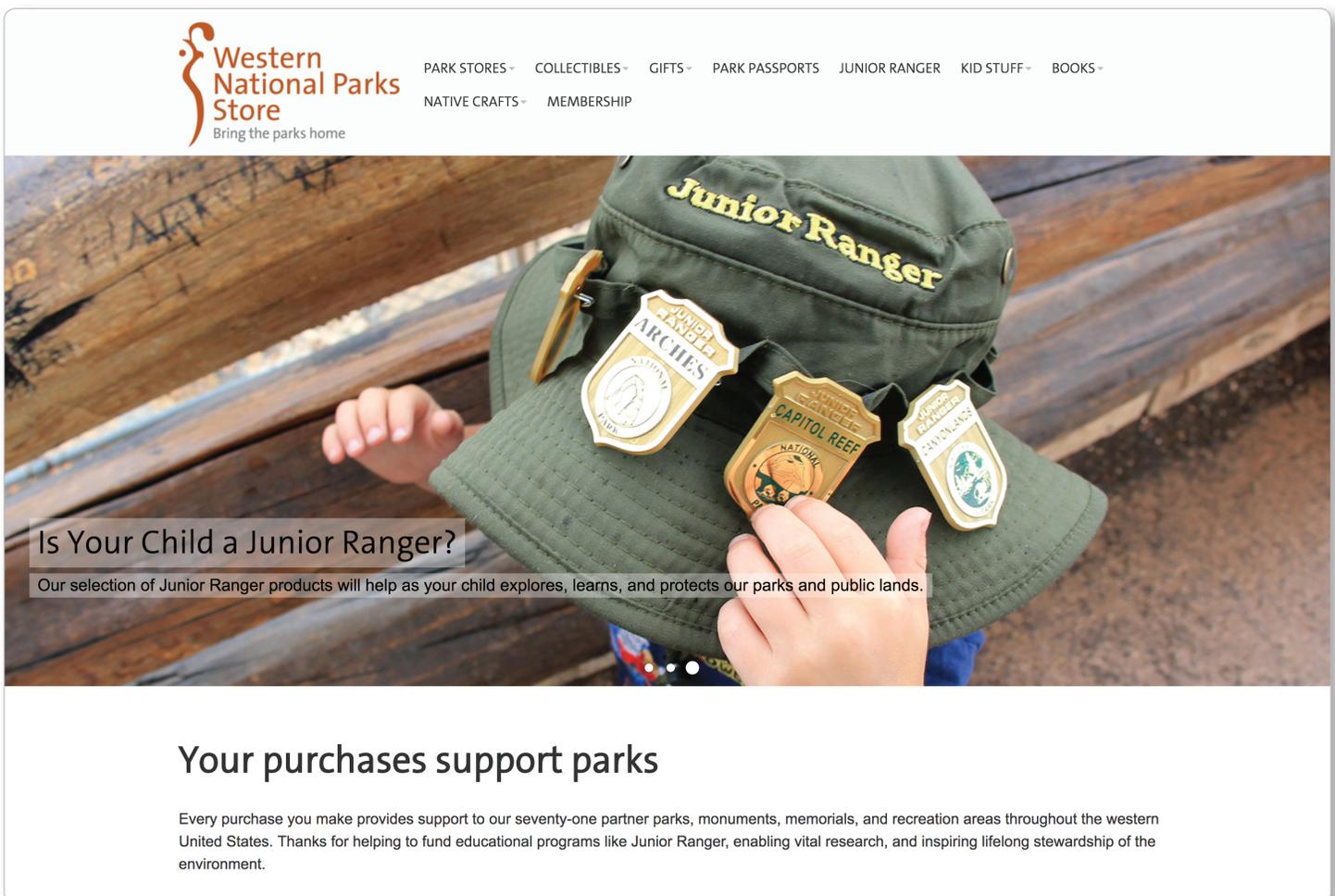
\$6,716,480
INDIRECT AID PROVIDED

¹ Includes cash expenses of \$28,776 for utility costs at Hubbell Trading Post National Historic Site and \$25,000 for WNPA's sponsorship of TFOB, not reported on forms 990 and 1040.

To provide strong centralized leadership for retail operations and for Education & Outreach programming, WNPA created and staffed two new positions in FY17. The director of retail manages all interpretive retail operations and provides overall strategic direction for WNPA's retail program. The Arizona regional program manager designs, implements, and manages Education & Outreach programs in collaboration with NPS partners to reach, engage, expand, and cultivate deeper relationships with target audiences.

WNPA installed the Retail Pro point of sale system in 39 of its park stores. Forty-nine stores are now fully operational. Data derived from Retail Pro enables better inventory management, supports more informed product decisions, and achieves better customer service in the park stores.

In January 2017 the team relaunched WNPA's online store and significantly improved the customer experience. Following the relaunch, online store sales grew 160% compared to the same period in the prior fiscal year.



The screenshot shows the Western National Parks Store website. At the top left is the logo for Western National Parks Store with the tagline "Bring the parks home". To the right of the logo is a navigation menu with the following items: PARK STORES, COLLECTIBLES, GIFTS, PARK PASSPORTS, JUNIOR RANGER, KID STUFF, BOOKS, NATIVE CRAFTS, and MEMBERSHIP. Below the navigation is a large image of a green Junior Ranger hat with three gold badges attached. The badges are for "ARCHES NATIONAL MONUMENT", "CAPITOL REEF NATIONAL MONUMENT", and "ZION NATIONAL MONUMENT". A hand is visible adjusting the badges on the hat. Below the image is a text overlay that reads "Is Your Child a Junior Ranger?" followed by "Our selection of Junior Ranger products will help as your child explores, learns, and protects our parks and public lands." Below the image and text is a section titled "Your purchases support parks" with a paragraph explaining that every purchase supports 71 partner parks, monuments, and recreation areas, and helps fund educational programs like Junior Ranger.



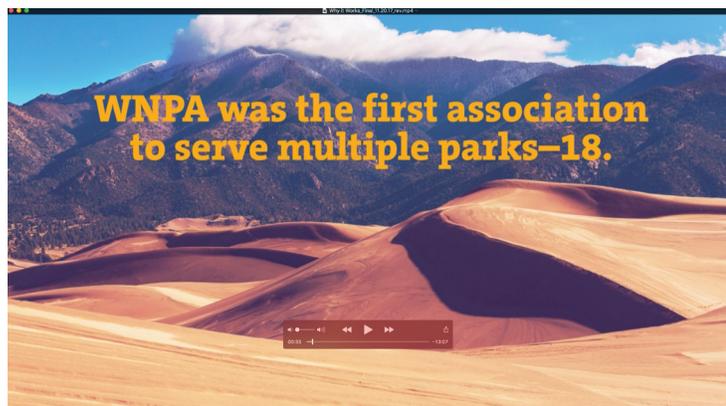
Growing and Strengthening the Partnership with NPS

In March 2017 WNPA was again a major sponsor of the Tucson Festival of Books (TFOB), WNPA's largest outreach event for six years running. The third largest book festival in the United States, TFOB attracted 130 thousand visitors over two days. WNPA's National Parks Pavilion, featuring NPS's "Healthy Parks Healthy People" theme, represented 32 parks. Rangers and volunteers engaged 2,300 children and families in educational activities. Thirty-three fourth-grade students were given free annual park passes as part of NPS's "Every Kid in a Park" program. Another 1,300 festival-goers attended author presentations focused on nature and the environment in the National Park Experience program tent.

Optimizing Aid to Parks

To ensure a common understanding of Aid to Parks, WNPA created an Aid to Parks Handbook, available to NPS staff, WNPA staff, and the WNPA board of directors on WNPA's Intranet. WNPA also developed a video, *Why It Works*, that is used for training purposes and to assist in onboarding new staff.

Tumacácori National Historical Park was able to host its first ever O'odham Tash (O'odham Day) using direct aid funding. The O'odham believe the world was sung into existence, so a song and blessing was a fitting start to the event in early March 2017. This special day celebrated the O'odham's legacy and rich cultural heritage and gave visitors an opportunity to observe traditional O'odham crafts, such as basket weaving, painting, and carving, and witness a game of *toka*, a traditional game meant to prepare women for childbirth.



Clockwise from above: Aid to Parks Handbook cover; Tumacácori National Historical Park's O'odham Tash celebration; Why It Works training video